
“Virtual GiftCard” Market Proposal Meeting Agenda

Date: Tuesday, April 20, 1999
Time: 8:30 a.m. – 5:00 p.m.
Location: Green Island Country Club – Jordan Room

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| 8:30 – 9:00
Shere Andersen
Vickie Kruger | Introductions and brief overview of market proposal |
| 9:00 – 9:15
Sandy Andrews | Brain Teasing exercise |
| 9:15 – 10:30 | Market Position
Is there a market for this product?
Who is our customer?
What is the competition?
Revenue potential?
Investment package? |
| 10:30 – 11:45 | Internet Infrastructure with Virtual Magic
What is software used for web page and e-commerce?
Who will maintain the system?
What security/safety system is in place (firewall)?
What virus software is used?
Who and how is web page traffic analyzed?
Is back-up/recovery system in place?
Does Virtual Magic have documentation standards?
Discuss Programming standards. |
| 11:45 – 12:00
Sandy Andrews | Recap action items |
| 12:00 – 1:00 | Lunch (buffer in Terrace Dining Room) |
| 1:00 – 1:15 | “Out of the Box” thinking exercise |

EXHIBIT 1

1:15 - 2:45

Product Offering

What does the product look like?
How do we fulfill?
Do we utilize variable printing?
Can paper debit cards work?

2:45 - 3:00

Seventh Inning Stretch

3:00 - 4:15

Card Partners

Who are our Debit Card partners?
How do we sale the concept?
What is in it for the partner?
Finders fee/commission

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4:15 - 5:00

Partnership Alliance

Partnership/Team selling